

Message Text

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FM SECSTATE WASHDC

TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS

XMT AMEMBASSY GEORGETOWN

AMEMBASSY NASSAU

UNCLAS STATE 077082

E.O. 11652: N/A

TAGS: OAS, ETRD, XM

SUBJECT: MIAMI'S QUOTE TRADE FAIR OF THE AMERICAS UNQUOTE

REF: STATE 59189

1. SUMMARY: THE QUOTE TRADE FAIR OF THE AMERICAS UNQUOTE IN MIAMI MARCH 8-19 WAS VERY SUCCESSFUL FROM THE POINT OF VIEW OF VIRTUALLY ALL OF THE 15 COUNTRIES THAT PARTICIPATED AND OF THE CO-SPONSORS, THE CITY OF MIAMI AND THE OAS. IT GOT OFF TO AN AUSPICIOUS START WHEN FIRST LADY ROSALYNN CARTER OPENED THE FAIR WITH A STATEMENT EMPHASIZING US ANTI-PROTECTIONIST TRADE POLICIES. BY THE END OF THE FAIR, EXHIBIT MANAGERS HAD REPORTED DLS 56 MILLION IN SALES AND EXHIBITORS HAD MADE MANY CONTACTS FOR POSSIBLE ADDITIONAL SALES. BUYERS FROM A NUMBER OF LEADING US RETAILERS ATTENDED. A SEMINAR ON EXPORTING TO THE US ATTRACTED 60 PAYING PARTICIPANTS. AND THE EXHIBITS THEMSELVES WERE ALMOST ALL WELL DESIGNED AND REPRESENTATIVE OF UNCLASSIFIED

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THEIR COUNTRIES. END SUMMARY.

2. ARGENTINA AND CHILE REPORTED THE LARGEST SALES. ARGENTINA ACCOUNTED FOR DOLS 15.8 MILLION, INCLUDING NEARLY

DLS 6 MILLION IN FURS. CHILE'S DLS 21.4 MILLION TOTAL INCLUDES A DLS 20 MILLION DEAL FOR DRIED LEGUMES AND

GRAINS THAT WAS THE TALK OF THE FAIR. THE MAPOCHO AGRICULTURAL COOPERATIVE OUTSIDE SANTIAGO IS TO SHIP DLS 4 MILLION WORTH PER YEAR FOR FIVE YEARS; THE BUYER IS TO UNDERWRITE A DLS 5 MILLION LOAN FOR CANNING AND QUICK FREEZING EQUIPMENT. BOLIVIA REPORTED SALES EXCEEDING DLS 6 MILLION, MOSTLY OF WOOD FURNITURE FROM SANTA CRUZ. BRAZIL REPORTED DLS 3 MILLION IN SALES, BUT PROBABLY COULD HAVE SOLD MORE HAD NOT THE BRAZILIAN GOVERNMENT LIMITED PARTICIPATION TO FIRMS NEW TO EXPORT OR TO MARKET. COLOMBIA, COSTA RICA, THE DOMINICAN REPUBLIC, ECUADOR, HAITI (WITH THE SMALLER EXHIBIT, JUST 100 SQUARE METERS AS PROVIDED FREE TO EACH COUNTRY), JAMAICA, AND PANAMA EACH SOLD DLS 1 TO 2 MILLION. BARBADOS, EL SALVADOR, GUATEMALA, AND VENEZUELA SOLD VERY LITTLE. NEVERTHELESS, ALL OF THE COUNTRIES WERE SAID TO BE PLEASED, PERHAPS BECAUSE OF BUYER CONTACTS EVEN WITHOUT IMMEDIATE SALES, WITH THE POSSIBLE EXCEPTION OF BARBADOS, WHOSE MERE DLS 15,000 IN SALES WAS THE SMALLEST OF ALL.

3. FAIR ORGANIZERS WERE DISAPPOINTED ABOUT SOME OF THE NON-PARTICIPANTS. DESPITE A PERSONAL VISIT TO MEXICO CITY BY MIAMI MAYOR FERRE, THE MEXICAN GOVERNMENT DECIDED NOT TO PARTICIPATE SINCE THE MIAMI FAIR DID NOT MEET ITS TRADE FAIR CRITERIA. PERU WITHDREW LATE IN THE DAY BECAUSE OF FINANCIAL STRINGENCIES. URUGUAY'S ABSENCE UNCLASSIFIED

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WAS NOTED BY SOME BUYERS WHO CITED THE COUNTRY'S GOOD COMMERCIAL REPUTATION.

4. THERE IS SOME TALK, NOT YET WELL DEFINED, OF A FAIR NEXT YEAR FOR US EXPORTS, AND OF ANOTHER IMPORT FAIR IN TWO YEARS TIME. THOUGH IT WAS SURPRISINGLY SUCCESSFUL FOR A FIRST TIME FAIR MOUNTED WITH A SHORT LEAD TIME, INEVITABLY THERE WERE PROBLEMS THAT COULD BE AVOIDED IF THERE IS A SECOND IMPORT FAIR. WITH REGARD TO THE 1978 TRADE FAIR OF THE AMERICAS, THE ORGANIZERS ASKED THE DEPARTMENT TO PASS ON THEIR APPRECIATION FOR THE ASSISTANCE THEY RECEIVED FROM ECONOMIC AND COMMERCIAL OFFICERS THROUGHOUT THE AREA. VANCE

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